

| Form PTO-1449 (Rev. 2-32) | | U.S. Department of Commerce Patent & Trademark Office | | Atty. Docket No. APRE0003 | | Serial No. 10/767,191 | |
|---|--|--|---------|--|-------|---|---------------------------------|
| INFORMATION DISCLOSURE STATEMENT <i>(Use several sheets if necessary)</i> | | | | Applicant Anthony Bruce | | | |
| | | | | Filing Date January 30, 2004 | | Group 3623 3629 | |
| U.S. PATENT DOCUMENTS | | | | | | | |
| Examiner Initial | | Document Number | Date | Name | Class | Sub-Class | Filing Date (if appropriate) |
| * | | 5,613,217 | 3/1997 | Hagstrom, et al. | 455 | 67/11 | |
| * | | 4,972,504 | 11/1990 | Daniel, et al. | 705 | 10 | |
| * | | 5,138,638 | 8/1992 | Ronald G. Frey | 377 | 6 | |
| * | | 5,227,874 | 7/1993 | Henry Von Kohorn | 705 | 10 | |
| * | | 5,245,533 | 9/1993 | Robert Marshall | 705 | 10 | |
| * | | 5,315,093 | 5/1994 | Roy A. Stewart | 235 | 381 | |
| * | | 5,406,477 | 4/1995 | John Harhen | 703 | 6 | |
| * | | 5,692,107 | 11/1997 | Simoudis, et al. | 706 | 12 | |
| * | | 5,826,252 | 10/1998 | Wolters, et al. | 707 | 1 | |
| * | | 6,078,891 | 6/2000 | Riordan, et al. | 705 | 10 | |
| * | | 7,546,246 | 6/2009 | Stamm, et al. | 705 | 7 | |
| * | | 7,599,848 | 10/2009 | Wevers, et al. | 705 | 7 | |
| * | | 6,078,156 | 3/2004 | M. Von Gonten | 705 | 10 | |
| * | | 6,966,061 | 11/2005 | Vance, et al. | 718 | 100 | |
| * | | 6,970,830 | 11/2005 | Samra, et al. | 705 | 10 | |
| * | | 7,155,398 | 12/2006 | Adam Thier | 705 | 7 | |
| EXAMINER <i>/Folashade Anderson/ (05/20/2011)</i> | | | | DATE CONSIDERED | | | |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication. | | | | | | | |

*Reference cited in related application (Application Serial No. 11/052,206), and not provided herewith.

Serial No. 10/767,191 (Docket No. APRE0003)
Information Disclosure Statement

Page 2 of 4

U.S. PATENT DOCUMENTS CONT'D.

| | | | | | | |
|---|-----------------|---------|--------------------|---------|-----|--|
| * | 7,548,879 | 6/2009 | Cash, et al. | 705 | 35 | |
| * | 6,484,158 | 11/2002 | Johnson, et al. | 705 | 36R | |
| * | 6,801,818 | 10/2004 | Suzanne Kopcha | 700 | 97 | |
| * | US-2001/0042003 | 11/2001 | K. Tanaka | 705 | 10 | |
| * | US-2002/0069099 | 6/2002 | Knox, et al. | 705 | 8 | |
| * | US-2003/0212584 | 11/2003 | David Flores | 705 | 7 | |
| * | US-2004/0143477 | 7/2004 | Maryann Wolff | 705 | 9 | |
| * | US-2004/0243485 | 12/2004 | Borenstein, et al. | 705 | 27 | |
| * | US-2004/0260624 | 12/2004 | Chan, et al. | 705 | 26 | |
| * | US-2005/0055275 | 3/2005 | Newman, et al. | 705 | 14 | |
| * | US2005-0108082 | 5/2005 | David Jenkinson | 705 | 10 | |
| * | US-2005/0200476 | 9/2005 | Forr, et al. | 340/539 | 13 | |
| * | US-2002/0133250 | 9/2002 | Suzanne Kopcha | 700 | 95 | |
| * | US-2002/0169665 | 11/2002 | Hughes, et al. | 705 | 14 | |
| * | US-2003/0018510 | 1/2003 | Manuel Sanches | 705 | 9 | |
| * | US-2003-0023841 | 1/2003 | Atherton, et al. | 713 | 1 | |
| * | US-2003/0046125 | 3/2003 | David Flores | 705 | 7 | |
| * | US-2003/0046126 | 3/2003 | Flores, et al. | 705 | 7 | |
| * | US-2003/0050830 | 3/2003 | William Troyer | 705 | 11 | |

EXAMINER

/Folashade Anderson/ (05/20/2011)

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered.
 Include copy of this form with next communication.

*Reference cited in related application (Application Serial No. 11/052,206), and not provided herewith.

Serial No. 10/767,191 (Docket No. APRE0003)
Information Disclosure Statement

U.S. PATENT DOCUMENTS CONT'D.

| | | | | | | |
|---|-----------------|---------|--------------------|---------|-----|--|
| * | US-2003/0096782 | 4/2003 | Chrismann, et al. | 705 | 10 | |
| * | US-2003/0069659 | 4/2003 | Wada, et al. | 700 | 108 | |
| * | US-2003/0110080 | 6/2003 | Tsutani, et al.. | 705 | 14 | |
| * | US-2003/0195793 | 10/2003 | Jain, et al. | 705 | 10 | |
| * | US-2004/0214071 | 10/2004 | Luby, et al. | 705 | 10 | |
| * | US-2006/0105775 | 5/2006 | Von Kaenel, et al. | 455/456 | 1 | |

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

| | |
|---|--|
| * | "An Application of Clustering for Strategic Group Analysis," Author: Kathryn Rudie Harrigan, Source: Strategic Management Journal, Vol. 6, No. 1 (January - March, 1985), pp. 55-73. |
| * | "Idea Management In a Shared Drawing Tool," Iva M. Lu and Marilyn M. Mantel, Proceedings of the Second European Conference on Computer-Supported Cooperative Work Bannon, L. Robinson, M. & Schmidt, K. (Editors), September 25-27, 1991, Amsterdam, The Netherlands |
| * | "A process for evaluating retail store efficiency: a restricted DEA approach," Thomas, Rhonda, R.; Barr, Richard S.; Cron, William L.; Slocum Jr., John W.; International Journal of Research in Marketing 15, (1998) pp. 487-503. |
| * | "Marketing's Contribution to the Implementation of Business Strategy: An Empirical Analysis," Author(s): Stanley F. Slater and Eric M. Olson Source: Strategic Management Journal, Vol. 22, No. 11 (Nov., 2001), pp. 1055-1067. |
| * | "What Have We Learned About Generic Competitive Strategy? A Meta-Analysis," Author(s): Colin Campbell-Hunt, Source: Strategic Management Journal, Vol. 21, No. 2 (February, 2000), pp. 127-154. |

EXAMINER

/Folashade Anderson/ (05/20/2011)

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered.
 Include copy of this form with next communication.

*Reference cited in related application (Application Serial No. 11/052,206), and not provided herewith.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /F.A./ (05/20/2011)

**Serial No. 10/767,191 (Docket No. APRE0003)
Information Disclosure Statement**

Page 4 of 4

| OTHER DOCUMENTS CONT'D. (Including Author, Title, Date, Pertinent Pages, Etc.) | |
|---|--|
| | * "The New Product Development Process for Commercial Financial Services," Scott J. Edgett, Industrial Marketing Management 25, pp. 507-515 (1966). |
| | * "Cluster Analysis in Test Market Selection," Author(s): Paul E. Green, Ronald E. Frank, Patrick J. Robinson, Source: Management Science, Vol. 13, No. 8, Series B, Managerial (April 1967), pp. B387-B400. |
| | * "The short-term effect of store-level promotions on store choice, and the moderating role of individual variables", Pierre Volle, Journal of Business Research 53 (2001), pp. 63-73. |
| | * "An Empirical Analysis of Strategy Types," Author(s): Craig Galbraith and Dan Schendel, Source: Strategic Management Journal, Vol. 4, No. 2 (April - June 1983). pp. 153-173. |
| | * "Advertising Experiments at the Campbell Soup Company," Eastlack Jr., Joseph O.; Rao, Ambar G., Marketing Science, Vol. 8, No. 1 (Winter, 1989), pp. 57-71. |
| | * "New Product Models: Practice, Shortcomings and Desired Improvements," Vijay Mahajan, Jerry Wind, Journal of Product Innovation Management, 1992; 9:128-139. |
| | * "An Investigation into the New Product Process: Steps, Deficiencies, and Impact," Robert G. Cooper, Elko J. Kleinschmidt, Journal of Product Innovation Management, 1986, 3:71-85. |
| | * "Pre-Test-Market Models: Validation and Managerial Implications," Glen L. Urban; Gerald M. Katz, Journal of Marketing Research, Vol. 20, No. 3 (August 1983) pp. 221-234. |
| EXAMINER <i>/Folashade Anderson/ (05/20/2011)</i> | |
| DATE CONSIDERED | |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication. | |

*Reference cited in related application (Application Serial No. 11/052,206), and not provided herewith.